MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 2, 2017/2018**

## BMK2024 – CONSUMER BEHAVIOUR

(All sections / Groups)

5 MARCH 2018
2:30 p.m. – 4:30 p.m.
(2 Hours)

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**INSTRUCTIONS TO STUDENTS**

1. This question paper consists of **TWO (2)** pages (excluding the cover page) with **FIVE (5)** questions only.

2. Attempt all **FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

## Attempt all FIVE (5) questions.

### Question 1

Consumers make decisions in different ways. Some of our decisions are highly rational. Others are made by habit. Still others are made on the basis of emotion. Explain **THREE (3)** categories of consumer decision-making. Provide relevant examples.

(20 marks)

### Question 2

Some researchers claim that product placement helps consumers to make decisions because consumers are then familiar with the brands when they shop. However, others say that placements can be a negative influence on consumer decisions if they do not seem to fit within the TV series flow.

Do you agree or disagree that product placement is a good choice for marketers? Choose a side, discuss and justify your **FOUR (4)** points of view. Include examples where relevant.

(20 marks)

### Question 3

Drinking coffee has become a lifestyle for a majority of the millennials. A growing number of millennials are hooked to the obvious caffeine buzz that coffee provides.

In the context of Malaysia, Starbucks has more than 200 stores nationwide, not including other coffee outlet chains and boutique cafés rapidly opening up their stores all around Malaysia. Taking into account of this uphill trend, how would you, an owner of a new coffee café influence prospective customers through the **FIVE (5)** sensory stimuli?

(20 marks)

**Continued...**

## Question 4

The growth of Malaysian consumers making online purchases using mobile phone is encouraging. iPay88 statistics show that the total transactions generated by mobile commerce has grown significantly by 148.9 per cent from 3.7 million in 2015 to 9.3 million in 2016. As for the year 2017, revenue in the e-commerce market amounts to US$1,076 million. However, there are 255 malls in the Klang Valley alone and 14 more are set to open this year (The Malaysian Insight, 2017). This shows that Malaysians are still buying products in retail stores.

Explain any **FOUR (4)** benefits that traditional retail stores provide that e-commerce cannot provide to consumers.

(20 marks)

## Question 5

Most often the news broadcast on counterfeiting in Malaysia are usually associated with branded goods. Consumers have repeatedly been exposed to the "ill-gotten fruits" of counterfeits in their daily lives as these items are now circulating in the form of essential products used on a daily basis (Mirandah, 2007).

Discuss in depth any **TWO (2)** disadvantages of buying counterfeit goods for consumers. Provide relevant examples.

(20 marks)

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